

Our Buy At Home Section

Don't Put Too Much Dependence on the Pictures in a Mail Order Catalogue.
They are Frequently Misleading. Buy from Home Merchants
And You Know Just What You Are Getting.

Now is the time of year to overhaul the old bathroom or install the new.

We can give you prices on any job no matter how large or how small.
First Class Work Guaranteed

C. Ivey, Practical Plumber
PHONE 96

For All Kinds of Soft Drinks—
Call on the

Monett Bottlings Works
Home trade and Picnic Orders a specialty.
—PHONE 521

Improved and Unimproved Lands in large or small tracts, also city property. Merchandise and Live Stock a specialty.

W. F. Brite, Real Estate
PHONE 556

A Fancy Seven Piece Water Set Given FREE with 11 pounds of our BIG DEAL COFFEE at 30 cents per pound. See our window.

Medlin Grocery Company

WALL PAPER—

All brand new, 10,000 rolls to select from.
Try our prices.

C. I. Williams

LOGAND. McKEE

DRUGS and CHEMICALS

Monett, Missouri

Howell's Meat Market

is the place to get the best in the line of

FRESH AND CURED MEATS
Satisfaction Guaranteed.
Your patronage solicited
Phone 38 202 Broadway

For Groceries and Feed—
PHONE 225

LOCKHART'S

First National Bank

Monett Missouri

Assets over half million.

We appreciate your business

We pay cash for poultry, eggs and hides. Do nothing but buy. They are already sold. Pay highest cash price at all times.

REED & KING

WE HAVE IT—

If it is anything in staple or fancy groceries, feed, garden seeds and notions at right prices,
Call on Us—PHONE 283

Farmer's Union Store

L. M. BURKHART

Is it Groceries, Feed, Flour, Hay or Fresh Eggs you want, why not call on us? We have a full line and appreciate your patronage.

Phone 48, for Prompt Response

Why not pay cash for your groceries, flour and feed and save money?

See Powers & Roark, Grocers
315 County Road - Phone 217

Spring is now here and nature is putting on a new coat.

Call Anderson & Johnson and have them renew and brighten your last season's wearing apparel by their improved method of sanitary Cleaning and Pressing.
Phone 453—Third door north P.O.

We always get there with the Goods, Prices and Service

WALSH'S

If you want first class work get the soles stitched on the Billigan at

Wright's Electric Shoe Shop
109 5th St.

[Copyrighted, 1914, by Thomas J. Sullivan]

Of all the evil spirits abroad in the land deception is the most dangerous. It is the first and worst of all frauds.

Exaggeration is a blood relative to falsehood and nearly as blamable. Some men and some business concerns can never state an ordinary fact in ordinary terms. All their geese are swans till you see them.

There is no strength in exaggeration. Even the truth is weakened by being expressed too strongly.

A Gaping Monster.

Mankind in the gross is a gaping monster that loves to be deceived and has seldom been disappointed. They say that idiots only may be cozened twice, but how about the mail order buyers? How often are they deceived by the large catalogue houses?

In the art of deception the great mail order houses excel the world. In their greed for gain and rush to victimize the poor and unsuspecting they paint their pictures of alleged bargains too alluringly. They instill confidence in the mind of the buyer, only later to fill his heart with doubt and disgust.

Who does not remember the "sight unseen" trades or "swaps" of boyhood days? One of the parties in the transaction usually got the worst of it, didn't he? And as a rule it wasn't the one who proposed the deal, was it? There is a lot of the same sort of "sight unseen" trading going on today, only nowadays it is called merchandising by mail.

Catalogues Look Inviting.

The illustrations in the catalogues of the retail mail order houses look inviting. The reading matter sounds nice, and sometimes the deal turns out all right.

But, even supposing it does, wherein is the buyer any better off than if he bought from the home merchant? Take any article you choose from the long list of things sold by mail and you will find upon investigation that you can buy it just as cheaply and just as well at home. The expense of selling it by mail is just as great as the expense of selling it over the counter.

Your local merchants have rent, taxes, clerk hire, etc., to pay, and the mail order houses have the same expenses, only rent and taxes are higher in the large cities than in the country town. And, in addition, they have to maintain a small army of bookkeepers, stenographers, shipping clerks and other employees, besides the immense cost of advertising.

How many of the rural consumers know that advertising appearing in what are known as mail order advertising mediums costs from \$42 to \$85 an inch in single columns? It is true nevertheless. Where does the enormous profit come from out of which these enormous bills are paid? Out of the pockets of the consumers.

Would Welcome Such Bargains.

The city people would go wild with joy if these mail order houses actually had values with style and quality. They would not need to leave their own large cities to sell at the prices they quote, as the city people would swoop down upon their bargains like hungry hen hawks on green goslings.

But with style and value lacking they do not dare show their goods in the city where the prospective customers would have the opportunity of comparison, but by cleverly worded and exaggerated description they make the country people believe they are offering more desirable wares than the country merchant carries and at a less price, and, having no opportunity for comparison before buying, many people naturally are duped.

Everybody knows the picture of a five dollar suit of clothes looks as good as the picture of a twenty dollar suit. The description reads well. The suit seems to be what you want.

Cash With the Order.

You send your good money because the mail order house will not accept an order where the money does not accompany it. Then the suit arrives. It was to be all wool, but it is not. It is fully a size too large and several years out of date, and, besides, it has the style and general appearance of the prison made garment.

If Mr. Mail Order Man were right there you would not accept the goods, but he is far away, selling suits, no doubt, to some other unsuspecting sons of man.

Next time you are attracted by an ad. of some mail order "bargain" just clip it out and take it to your local dealer and see if he will not duplicate it. That's only neighborly and fair and gives your merchant a chance to make good his statement that his prices are the lowest and his goods the best.

FINE TOMATO PLANTS
for sale at

Rauch Brothers,
PHONE 318

When buying Hardwheat Flour get the best there is

WICHITA'S BEST

Ask your Grocer—Every sack Guaranteed.

J. H. Otterman & Son

Dealers in

Art Goods and Wall Paper, Paints, Varnishes, Bronzes, Oils, Brushes, Glass, Etc.

Picture Framing
and Mounting Our Specialty
215 Fourth St. Telephone 30

The Quality Shop

Hattie L. McPherson, prop.
Fisk Hats—Gold Medal Hats
Our Styles are right—Our prices are the same.

Seeing is believing—Come and see.
IN THE STATE BANK BUILDING

Monett Drug Company

Phone 304 - 406 Broadway
Have your doctor phone that prescription to the Monett Drug Co. They will fill and deliver it without extra charges.

Wm. Smerdon, E. L. Jerome

Sanitary Ice Cream and Dairy Company

Sanitation Our Motto
Ice Cream Fancy Butter
Pasteurized Products
Monett, Mo. Phone 181

J. W. Armstrong & Son

The Service Grocers..

We deliver anywhere. We keep the quality up.
Phone your orders early.
Phone 172 Cor. 3rd and Bdwy.

FURNITURE

That has the mark of Quality for Less Money. Try us next time

H. I. BRADFORD

All kinds of garden tools—Hoes, Rakes, Spading Forks, Wheel Barrows, Garden Plows. You can get them at

Kaase Hardware

Use MEYERS MODEL FLOUR

Model Flour is made from the finest selected Turkey wheat and is warranted to be our highest grade flour.

Meyer Milling Company

Carload Just Received

B. Q. HARD WHEAT FLOUR
Every sack guaranteed and delivered at your door.

A. J. Nordin
Phone 125

J. E. CONREY

Hay and Coal Flour and Feed
2,000 lbs. for a ton

Office 403 PHONES residence 12

We satisfy that hungry feeling. Anything your appetite calls for can be found at our grocery.

Shaffer Brothers

the Fourth Street Grocers

The Tritton Floral Company

For all kinds of blooming plants, ferns, garden plants and seeds.

Phone 44

For wholesome Amusement attend the

BIJOU THEATER

Matinee every day.

Good show at night.

We handle a full line of Automobile Accessories and do all kinds of repairing.

First class Storage Battery Service

All Work Guaranteed

Wagoner Motor Car Co.

Phone 272 - Monett Mo.

Is it Good Home Cooking and Eating you want? If so call at 104 Fourth St.

at The Annex
and you will be satisfied.
E. S. PADEN, Manager

"PLANT NOW, TO WIN THIS WAR"

Department of Agriculture Urges Thrift Gardens for "Service as Real as That of the Soldier in the Field."

St. Louis, April 11.—Today it was learned here that on last Saturday when the Government Crop report announced a shortage of fifty million bushels in the winter wheat crop, and sent prices soaring in the exchanges, Assistant Secretary Carl Vrooman, of the Department of Agriculture that is fully informed upon and deeply interested in the Thrift Garden work of the National "Clean Up and Paint Up" campaign bureau, wired the bureau here as follows:

"Without going beyond their door yards millions of American women and children can render service to the nation right now as real as that rendered by the soldier on the field of battle. A million gardens planted in the cities, suburbs and country would mean the release of millions of pounds of foods to our allies. Plant now. Get into the game, and do your bit to win this war."

The nation-wide campaign for "Thrift Gardens" was inaugurated by the National "Clean Up and Paint Up" campaign Bureau, St. Louis, founded by Allen W. Clark, five years ago. Last year it organized campaign in 7,000 cities and towns, in which garden work was tried with success by many communities. "Already this year," Mr. Clark says, "probably a half million new gardens are assured our local gardens committees in several hundred cities; and the work has just started."

PLEASANT DALE

Orval McCormick and Miss Hattie Terrel of Flat Creek were married last Wednesday at Cassville. After the wedding they returned to their home on Kings Prairie. Their many friends wish them a long and happy life.

John Callan and daughters Nelle and Loretta, attended the funeral, Saturday, of Mr. Jerry Reardon, of St. Louis.

R. R. McCormick made a business trip to Cassville, Wednesday.

E. W. Wallen and family motored to Marionville, Thursday.

Mrs. Sheridan Martin and Mrs. Mary McCormick visited Mrs. Al Beeman Sunday afternoon.

Mrs. Chas. McCracken and sons Charles and Jack, left Sunday for their home in Chelsea, Okla., after an extended visit with her parents, Mr. and Mrs. W. T. McCormick.

E. W. Wallen and family motored to Sarcocite, Tuesday.

Mrs. W. T. McCormick was shopping in town, Saturday.

Mrs. Walter Friddle visited Mrs. S. B. Timmons, Wednesday.

R. R. McCormick and Mrs. J. J. Lauderdale and children visited W. T. McCormick, Sunday.

Eura Jenkins of Brides Prairie, visited his mother, Mrs. Frank Jenkins, Saturday.

Mrs. S. B. Timmons and daughter Edna, visited Mrs. Al Beeman, Sunday evening.

Mrs. Joe Kenney of Monett, visited her niece, Mrs. Mat Durbin, Tuesday.

Mrs. Carter and children and Mrs. Fowler of Monett, visited W. T. McCormick, Wednesday evening.

Mrs. Sheridan Martin and daughter Mae, spent the night with Mrs. Mary McCormick, Saturday night. Miss Mae left Sunday morning for Parsons, Kan.

ROWLEY-SPENCER

Miss Belle Rowley of Mt. Vernon, was married Saturday morning at 9 o'clock to H. C. Spencer of Kansas City. The ceremony was performed by Rev. J. F. King at the home of Mrs. M. E. Drowley, only intimate friends being present.

The bride wore a gown of white Georgette and taffeta silk. She was attended by Miss Nelle Howard as maid of honor who wore an old rose dress of silk and Georgette combination. Tom Rowley, brother of the bride was best man. After the ceremony, Mr. and Mrs. Spencer left on the 9:55 train for their home in Kansas City.

Miss Rowley was a nurse at the sanatorium in Mt. Vernon and Mr. Spencer is a traveling salesman for the Kansas City Trunk Co.

NOTICE

S.D. Shipley has severed his connection with the Quick Lunch Cafe, which has been operated in the name of Shipley & Gleaves. The business will be continued in the name of H. B. Gleaves who has purchased the interests of M. Shipley.

Miss Minnie Lee of Little Rock, Ark., is the guest of Mrs. Alva Ball King. Miss Lee is a Chautauqua woman and she and Mrs. King will travel together this summer and are now making plans for their work.

Rev. J. F. King went to Carthage Friday.

Miss Flo and Ellen Wooten of Peirce City, were shopping in Monett, Saturday.

HIGH SCHOOL PLAY WELL ATTENDED

Members of the Teacher Training department are receiving congratulations upon the play, "Princess Kiku," they gave in the High School, Friday night.

The scenery was very attractive and the girls looked beautiful in their Japanese costumes. The entire program was Japanese style, even to the music. During intermissions Miss Georgia West, Miss Hazel Caughran and Jessie Ferguson sang solos and Miss Helen Davis gave piano selections.

The play was a very difficult one to give and the girls did exceedingly well with it. Bess Dewine and Pauline Mansfield gave some classic dancing which took well with the audience as the girls looked to graceful and out of the ordinary in their Japanese costumes.

Ruby Lane and Ruth Farrow were English actresses and made a striking contrast to the Japanese girls in their manner of acting and dressing.

The High School plays always take well and this numbered as one of the best.

PAUL KUHN WINS VERDICT OF \$10,000 AGAINST FRISCO

The case of Paul Kuhn, of Springfield, against the Frisco, has been on trial for several days at Lamar, and a verdict was returned last night by the jury for \$10,000 in favor of Mr. Kuhn.

Mr. Kuhn lost his left hand while cleaning certain cog wheels and gearing in the Southside shops in the Reclamation Plant at Springfield, in May last.

The verdict is considered a big victory for Mr. Kuhn, as the company denied all liability. The case was hotly contested by both sides, with F. P. Sizer and H. A. Gardner, of Monett, representing Mr. Kuhn, and Mann, Todd & Mann, of Springfield, and H. W. Timmons, of Lamar, for the defendant railroad.

AN EXCELLENT YOUNG MOTHER DROPS DEAD

Mrs. Effie Jeffries, wife of Norris Jeffries, residing 1½ miles northwest of Butterfield, dropped dead at her home Wednesday at about 5 p. m. She had just returned from a visit to Purdy and in seemingly the best of health and was only 22 years of age. She and her little babe were alone at home when the awful summons came.

Her husband, Norris Jeffries, is a son of Charles Jeffries of Pleasant Valley school district, and is a good citizen.

Mrs. Jeffries was a daughter of Mr. and Mrs. G. G. Adams, living on Route 2, Cassville, who in their declining years, are grief stricken on the sudden calling of their daughter.

The husband and a little son less than two years old are left to mourn the departure of a splendid wife and a loving mother.

Funeral services were conducted Thursday at New Church northwest of Butterfield, after which the remains were interred in the cemetery there.—Cassville Democrat.

NEEDLEWORKERS CLUB

Mrs. Earl Augur, was hostess to the Needleworkers Club of which she is a member at her home on Third street Thursday afternoon.

A part of the time was spent in Needlework then rook was played. Mrs. Len Manley held the highest score and was awarded a box of stationery. Mrs. Roy Rodebush won the guest prize, a crepe de chene handkerchief.

At the close of the afternoon a dainty two course luncheon was served to the following club members and friends.

Mrs. Bert Bradford, Mrs. Len Manley, Mrs. Charles Lefurjah, Mrs. Clark Cunningham, Mrs. Charles Blood, Mrs. Jack Roller, Mrs. Ernest Adams, Mrs. M. Wilhelm, Mrs. Roy Rodebush, Miss Corrie Augur and Mrs. Harrison Yoakum of Enid, Okla.

CARD OF THANKS

How feeble are words to express that which the heart doth feel. I desire to thank the dear friends and neighbors for their kind assistance during the sickness and death of my beloved husband, also for the beautiful floral offerings. May God bless you all in my humble prayer.

MRS. ELMER SMITH.

PARENT-TEACHER ASSOCIATION MEETS

The Parent-Teacher Association met at the Central school, Friday afternoon.

There were 35 members present and many visitors. They discussed the program to be given on Baby Week.

Delegates elected to attend the state meeting to be held at Carthage were Mrs. George J. C. Wilhelm, Mrs. H. H. Westbay, Mrs. H. R. Jordan and Mrs. H. E. Bradford. Their alternates respectively are Mrs. Nora Tate, Mrs. Dio Stone, Mrs. L. H. Coward and Mrs. Frank Buckley.

THE MAY AMERICAN MAGAZINE

The May American Magazine contains a number of excellent and stimulating articles.

Among them are "Looking Both Ways from Liberty," by Irvin S. Cobb; "A Great Business Man With a Wonderful Memory," an account of James A. Farrell, president of the U. S. Steel Corporation, by B. C. Forbes; "Golden Rules of Hotel Keeping," by E. M. Statler, one of America's biggest hotel men; "Are You a Caretaker or a Promoter?"; "Times Are Good—But Plays Are Bad," by Walter Prichard Eaton; "No Trespass," by David Grayson and a personal story of a \$15,000 a year woman who tells how she won her success from a capital of \$300.

The fiction is equally good. "Fanny Herself" is continued by Etta Ferber and "Cinderella Jane" is concluded by Marjorie Benton Cooke. The short stories include "Unwanted" by Olive Higgins Prouty; "Cutey and the Beast," by H. C. Witwer; "Dad," by John A. Moroso and "Wasted Effort," by Ellis Parker Butler.

IN THE PROBATE COURT

Probate Judge C. M. Landis reports the following proceedings in his court during the past few days:

Estate Cynthia A. Jones, deceased, John C. Ellston appointed administrator. Amount of personal property belonging to estate, \$2,200. Small amount of real estate.

Estate Martin Roark of Monett, deceased, Thomas Roark appointed administrator. Amount of personal property \$800.

Estate J. M. Stephenson, deceased, A. J. Stephenson appointed administrator. Amount of personal property, \$125. Real property consists of lots at Ridley.—Cassville Republican.

Marie Campbell went to Peirce City Saturday on a short visit.

Mr. and Mrs. August Birkenbach and family motored to Peirce City Sunday.

D. J. Randolph, Mart Randolph and Edgar Short were fishing at Ritchey Sunday.

Mr. and Mrs. Harry Matthews and Mr. and Mrs. G. H. Matthews, of Springfield, motored to Mt. Vernon, Sunday.

Mrs. Bert Bradford and son went to Joplin, Monday, to be the guests of Mrs. Walter Hagar. Mr. Bradford accompanied them as far as Carthage and will go to Joplin, Tuesday.

MATTHEWS SUBURBAN -GROCERY-

Top Price Paid For PRODUCE

Buys Cream Wednesday and Saturday.

Farm Loans WANTED

I have \$50,000 to loan on Lawrence and Barry County farms, at once. See me for quick service. Long time annual interest; lowest rates.

William Smerdon

Dr. J. R. PEARSON DEPUTY STATE VETERINARIAN

OFFICES—

Lee's Fourth Street Livery Barn, Monett.

Peirce City, Mo.
• Lee's Livery, No. 131.
PHONES Cox's Drug Store No. 98

HUMPHREYS' Witch Hazel Oil

(COMPOUND)
For Piles or Hemorrhoids, External or Internal, Blind or Bleeding, Itching or Burning. One application brings relief. Two sizes, 25c. and \$1.00, at all druggists or mailed.

Send Free Sample of Oil to

Humphreys' Homeo. Medicine Company, 156 William Street, New York.

SICK ANIMALS

A BIG BOOK on diseases of Horses, Cattle, Sheep, Dogs and Poultry, mailed free. Humphreys' Veterinary Medicines, 156 William Street, New York.